

Message Text

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41

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 081220Z JAN 76
FM AMEMBASSY TEHRAN
TO USDOC WASHDC
INFO SECSTATE WASHDC 5063
USIA WASHDC
AMEMBASSY KUWAIT

UNCLAS TEHRAN 0208

USDOC FOR CAGNE/ROGER MC CAULEY

E.O. 11652: NA
TAGS: BEXP, IR
SUBJ: TRADE PROMOTION: AMERICAN DESIGNER FASHIONS,
LTD.(CHANNING CASSETT)

REF: TEHRAN 10612(NOTAL)

1. CASSETT SPENT WEEK HERE MID-DECEMBER DISCUSSING
ARRANGEMENTS FOR RETURN FASHION SHOW TENTATIVELY MID-APRIL.

2. EMBASSY RECEIVED COMMERCIAL CABLE JANUARY 6 FROM
CASSETT STATING "HAVE SECURED BICENTENNIAL STATUS FOR
TEHRAN SHOW WILL BE RETURNING TEHRAN TO COMPLETE
ARRANGEMENTS IN ABOUT TEN DAYS."

3. PRIOR HIS RETURN WOULD APPRECIATE INSTRUCTIONS FROM
USDOC/USIS REGARDING "BICENTENNIAL STATUS". WHAT
ASSISTANCE DOES USDOC AND/OR USIS PROVIDE IN THE WAY OF
PROMOTIONAL FUNDS, TIE-IN EXHIBITS FOR USIS, OR OTHER
AID? WHAT DOES DESIGNATION COMMIT EMBASSY/USIS TO
PROVIDE IN WAY OF SUPPORT? WOULD APPRECIATE YOUR
COORDINATING WITH USIS AND ADVISING.

4. FYI: FRENCH, ITALIAN, SWISS AND GREEKS HELD HIGHLY
SUCCESSFUL FASHION SHOWS IN TEHRAN TIED IN WITH GALA
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DINNER BUT ALL SHOWS HAVE BEEN MOUNTED WITH VERY ACTIVE

ASSISTANCE AND SUBSIDY OF NATIONAL AIRLINES AND TOURIST
BOARDS INVOLVED(SUBSIDY OF FREIGHT AND AIR TICKETS,
SWISS CHEF FLOWN IN FROM MAJOR HOTEL TO PREPARE GALA
DINNER, NATIONAL WINES FLOWN IN, ETC.) SEVERE CUTS IN
ADVERTISING/PROMOTION BUDGET APPARENTLY PROHIBIT PANAM
FROM OFFERING SIMILAR SUPPORT. UNLESS SUPPORT CAN BE
OBTAINED ELSEWHERE, CASSETT SHOULD PROBABLY ATTEMPT
SOMETHING MORE MODEST RATHER THEN TRYING TO COMPETE IN
GALA DINNER FORMAT.
HELMS

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